

Monthly Circulation 200,000

The gimlet is a small instrument with a point

August, 1913

Damages 25 Cents per annum.
Compliments of

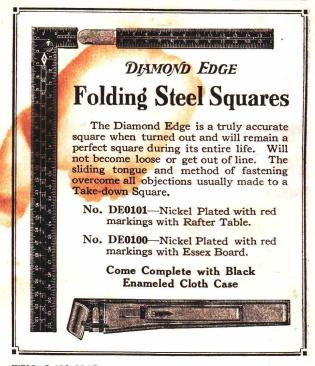
T. W. Henneberger Co.
"The House of Quality"

OU can only rule DAME NATURE by learning what she wants and then doing things her way. When you give her what she wants—when you get in line—she showers you with a thousand blessings.

Original—thot out by

Mike Kinney

Teamster and Editor.



WELL, I AM GLAD

to see such a nice, convenient folding steel square. When I was a stock clerk I used to love to wrap up a steel square. I was proud of my skill as a wrapper, and wasted much time learning the art. Merchants should remember that most steel squares come one-fourth dozen in a box. The merchant who makes a stock clerk break a box of steel squares and then wrap up the individual square should be sent to the penitentiary. M. K.



ONCE UPON A TIME

I meandered through a hatchet factory. It was a long, low, one-story building. At one end they took in the raw steel and at the other they shipped the finished hatchets. It didn't strike me that there was anything especially complicated about hatchet making. It all laoked rather simple. I am inclined to believe the main thing about hatchets is to know how to sell them.

M. K.

DIAMOND EDGE Shovels

Are made of the best grade high carbon steel, correctly shaped and tempered for rough work in gravel and rocks.

The heavy socket strap and perfectly welded blades make them exceeding strong. The handle is made of the finest selected seasoned ash, close grained, smoothly finished and carefully fitted.

We Have a Big Stock of Road Scrapers and Road Tools

selected
grained,
shed
for years the
Diamond
Edge Shovel to
some of the largest
railroad and other
contractors in the
United States. They
rever fail to give complete
satisfaction because they
will outlast any other socket
strap shovel made.

We can furnish you Shovels ranging price from 50c to \$2.00.

SPEAKING OF SHOVELS.

reminds me of garden tools. When I was a salesman I remember getting my house to stock a really first class set of garden tools. Most of the tools I had seen up to that time were cheap, flimsy affairs that soon went to pieces, I remember this set of tools was rather expensive, but I carried a samplall over my territory and all the dealers remarked, "This is just what we have been wanting." Now we carry in stock not only shovels but these high grade garden tools. The next time you are in town, drop in and look them over.



DIAMOND EDGE TOOL GRINDERS

These Grinders are built to stand long wear and hard usage. One of the most important features on them is the one piece bearing. Both ends of all shafts run in the same casting and are reamed out in one operation. For this reason all of these Grinders wear longer and always run smoothly and noiselessly, because every shaft, gear, arbor and bearing is absolutely true.

The spur gears are cut from solid blanks of steel, casing is in one piece and oil tight. All the machine parts are enclosed and dust proof, every part is interchangeable. Those which are most subject to strain are made malleable and all bearings are extra wide to insure ample oil retaining surfaces. Clamp fastens machine to bench or table, or it may be screwed to bench and the clamp used for other purposes.

No. DE2—This is a compact grinder suitable for a large range of work. Nearly any kind of tool grinding or machine work can be satisfactorily done with it. Fitted with adjustable tool rest, scissors grinder and 5-inch carborundum wheel.

Sach

\$3.50

This is the most simple and powerful machine of its size made.

DO YOU KNOW

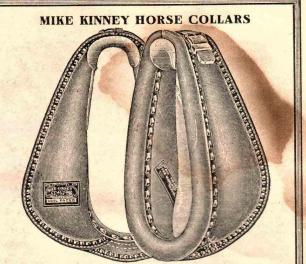
that the Diamond Edge emporium believes in educating the trade on the goods in which we deal? Lave you noticed in reading these advertisements how carefully all the different details are written about? This is real salesmanship. Then it may surprise you to know that in every package of Diamond Edge tools there are "selling hints for retail salesmen." All a clerk has to do is to open the box, take out this slip, and post himself thoroughly on the goods he has to sell. No other house that I know of gives this kind of service.

Rugby Bicycles for Women and Girls



FOR YEARS AND YEARS

we have been selling Rugby bicycles. This good old name is known from one end of the country to the other as standing for quality in bicycles. The other day, as I was walking home, my little girl came to meet me on her wheel. She stopped with the accuracy of an expert rider. Then she trotted along by my side, guiding her wheel with one hand. "That looks the a good wheel," said I. "Oh, yes," she answered, "you know it's Rugby." That seemed all that was necessary for her to say in regard to the quality of her wheel.



The illustration above shows the Mike Kinney Horse Collar, which was especially designed by this famous teamster. He uses it on all his horses for heavy delivery work.

It is a big, heavy, substantial collar that will stand up and keep its shape under the most severe usage.

Made of selected russet kip leather, with flexible throat. Solid rim and back. Large hame room. Is flat ribbon thongsewed with 5-8-inch green rawhide. Is wool-faced and stuffed with the best all long rye straw. If you want a good collar, this is the case to hur.

is the one to buy.

No. MK-1—Made in all sizes. Each......

WE SEEM TO BE HAVING A RUN WE SEEM IO BE HAVING A ROIN on saddlery jewelry. This, then, is my special horse collar that I use on all my horses. If you are a philanthropist you should have this collar, because you love your animals. If you are not a philanthropist, then you should have this collar because you can get more work out of them when their shoulders are protected with a well made collar such as this. It is a curious fact that almost all philanthropists are rich. This is logical. Their collar yellow the protected with a well made collar such as this. It is a curious fact that almost all philanthropists are rich. This is logical. Their business helps philanthropy and their philanthropy helps business. The more they give away the more they get, and the more they get the more they give away. The only man who misses out is the fellow who tries to keep it all. Generally something in the inside gets him just about the time keep it all. Generally something in the final yourself—the law of compensa-his bank account looks the best. Don't fool yourself—the law of compensa-M. K. tion works nights.



Norleigh Diamond Automobiles

Finish—Body green with gold stripes; Gear black; Wheels green.

The Bottom is left entirely open in order to provide ample room for operation. It has a strong and sensitive steering device. It is equipped with a ratchet sparking crank.

Body-Sheet steel, 15x36 inches; wood chassis.

Hood-Galvanized iron.

Wheels—Steel with rubber tires; ½ inch; front 10 inches; rear 16 inches

Gear-Wrought steel.

Wheel Steering Device.

Lever Drive.

...\$7.50

SOME GREAT SCIENTIST

said that children represented the early stages of man. Of course we know that the simians are all imitators. Have you noticed also how children are always imitating grown-ups? When papa goes out in his automobile for a joy ride, the heir of the house also wants an automobile to run by foot power, on the pavement. I think the kid has just as much fun as dad, and maybe a little more. And one thing is sure, he doesn't use up as much gasoline at the present high prices.

M. K.



NOTHING ADDS MORE

to the appearance of a room than an artistic table lamp. It has just the finishing touch of elegance and luxury. As a matter of fact, no room is properly furnished unless on the center table there sits one of these handsome candelabra lamps. Now, don't forget that we carry a complete line of lamps in all sizes and kinds, and if you will ask your dealer he will take pleasure in showing you through our catalogue, so that you can select just whatever suits your fancy.

M. K.



This is one item of the line of the celebrated Rome Nickel Plated Cooking Utensils that we carry—

Rome Chafing Dishes are well made, artistic in design and will last a lifetime—

Illustration shows:-

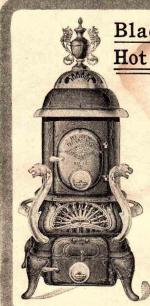
No. 43—Equipped with ordinary alcohol lamp, which can be easily regulated; nickel plated copper; tin lined water pan and food pan.

Capacity 3 pints; ebony handles and knob; height over all 10½ inches; diameter 9½ inches, Each We can furnish Chafing Dishes from \$4.00 up.

SOMEBODY WROTE.

"A rose by any other name would smell as sweet." I guess that's true, and I wonder if one of these chaing dishes by any other name would sell as well. But it's my duty to impress upon you that we sell Rome chaing dishes. It's my duty, in my hesitating, uncertain way, to engrave this name upon the tablets of your memory so that when you see the word Rome you will think of chaing dishes, coffee pots, tea pots, and when you see them you will think of Rome.

M. K.



Black Diamond Hot Blast Heaters

This is a truly wonderful heater. For perfect combustion, economy of fuel, arcunt of heat and length of fire retention it has no equal.

Is handsome in appearance and will ornament any room.

No. BD14 — 14-inch No. BD16 — 15-inch No. BD18 — 18-inch

We carry a large assortment of Stoves, Ranges, etc. Don't buy until you have given us an opportunity to show you the merits of our line.

THE STOVE BUSINESS,

generally speaking, has not been altogether prosperous. The trouble is that the exclusively stove houses have been loaded down with too great an expense for distribution. Their salesmen have drawn salaries for a whole year, and have worked only about half time. But now this is changing. Stoves are being distributed more economically through the hardware jobbing trade. The selling expense load is distributed over many lines. The Black Diamond hot blast heaters are distributed on an economical basis, and our customers and their customers reap the benefit in quality and price.



A specially constructed Ladder for mechanics, farmers and householders.

Selected clear white pine, 21/x 1/4 inch sides; 41/x 13-16 inch steps; width of top 7 inches; extra heavy wood braces fastened to legs with wrought steel cleat; japanned malleable iron top bracket.

Each step set into uprights, secured with barbed wire nails and supported under bottom by a steel rod which extends through the uprights and is boited at each end to steel side plates, preventing the uprights from spreading; fitted with ½-inch japanned steel self-locking spreader brace.

Seli-jocking spreader orace.

The "Redstrong" is a radical departure from the old style yellow stained step ladder, it being the strongest and most substantial ladder made. You feel safe and are safe when on a "Redstrong."

Made in all sizes from 3 to 12 feet. 6 foot, each. ... \$3.00 We can also furnish the cheap ladders, if you want that kind.

EVERY TIME YOU CLIMB

a step ladder you risk your life. It is a strange fact, that a man can fall 1,500 feet with an aeroplane into the ocean and escape with his life, while the same day some other fellow hanging a picture falls from the top of a step ladder and breaks his neck. He is certainly a wise man who invests a few cents extra in buying a step ladder that is built to stand the strain. M. K.

PAINT BRUSHES

If you are thinking of painting your house or barn, come in and let us show you our line of Paint Brushes.

Remember one thing—a good paint brush cuts the labor of painting in half. Here are two of our best brushes.



BLACK PRINCE

Warranted best quality black Chinese Bristles; extra full, solid center; long and elastic; nickeled band; ebony finished handle; guaranteed to give satisfaction.

No. 174—Width 4 inches; 41/4-inch bristles......\$1.50



REDSTRONG

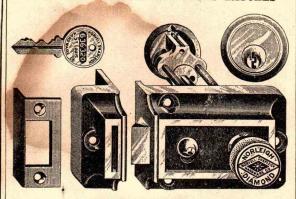
Best quality Hankow bristles, securely fastened by an aluminum wedge; patent iron band; nickel plated socket band; vermilion finished handle; bristles cannot come out; may be used in hot or cold liquids of any kind.

We can furnish you with brushes from 10c up. Just come in and pick out one to suit your price.

IF I COULD STRIKE A PREPARATION

that would be "just as good" and cost about half as much as white lead, as a filler for paint, I guess I could make a fortune. A chemist came in to see me the other day and said he had struck this combination. Well, I guess he had, but the trouble with his preparation was that when it was mixed with the coloring matter, it was almost translucent. You could see the grain of the wood through the paint. "No," see I. "I prefer continuing to be a teamster to backing a new paint preparation that is translucent, not to say opalescent." But some of these days somebody will strike the combination, and then no more lead poisoning or painters' colic. M. K.

NORLEIGH DIAMOND RIM NIGHT LATCHES



HERE IS A LATCH YOU CAN DEPEND UPON.

You can even fix it so it cannot be opened from the outside, even with a key. This result is obtained by the use of a patent stop that is used exclusively on the Norleigh Diamond Latch. Then the strong, substantial cylinder which comes in unlimited changes, the heavy construction of the case, the German silver keys and the bronze castings used on all exposed parts make this latch the best on the market. If you are looking for protection at a reasonable price, put a Norleigh Diamond Latch on your door.

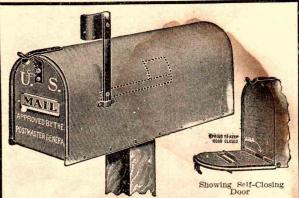
No. ND200......\$1.50

We have Night Latches from 25 cents up, but this is the Best One we can buy.

THERE IS ALWAYS SOMETHING

mysterious about a night latch—it so silently locks itself. Some one slips out, the door closes, and, presto! it's locked. Some day when I am in Italy, at Capri, I am going to write a story and call it "The Sprightly Romance of a Night Latch." I hope I don't forget this subject. I will out-do Sherlock Holmes and Arsene Lupin. I will make then look like two plugged dimes, and my theme will be a night latch.

M. K.



No. 13-RURAL MAIL BOXES

Here is a strong, substantial mail box that bears the approval of the Postmaster General. Is made of 22-gauge aluminum finished galvanized steel, with letter drop front, which enables the carrier to deposit mail without opening the box. Has positive locking steel signal flag that stays up until lowered. All seams are turned and rolled, making them absolutely water-tight. The door is fitted with a spring which always keeps it closed and prevents snow or rain from beating in.

I CERTAINLY WISH

the Government would standardize rural mail boxes. To me there is something unsystematic and unsightly in the assortment of rural mail boxes at the cross roads. No two boxes are alike. They are all on different size posts. They all look weary and as if they were just ready to return to the earth from whence they came. Why can't some one invent a combination rural mail box like a little postoffice, to be used by all the families in the neighborhood? The present plan is surely wasteful.

M. K.

LONGWEAR SASH CORD



When you hang your windows you should give just as much consideration to the kind of cord you are going to use as you do when you go to select a drill rope.

The ease with which your windows raise and lower depends largely on the smoothness and hardness of the sash cord you use. If you want satisfaction in this regard buy

LONGWEAR SASH CORD

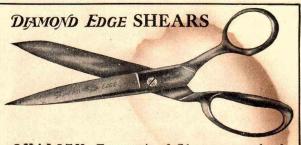
and you will get what you desire. It is made of selected white cotton of extra quality; is braided hard and thoroughly stretched. Is made especially for long service and to please the most critical. Costs no more than inferior brands.

Every Hank Carries the Label LONGWEAR

IT'S ALL RIGHT TO USE SASH CORD

for windows, but I have observed in my wanderings up and down the earth that sash cord is also used for a good many other things. For instance, it makes an excellent clothes line, and when I was out in Colorado, I saw it used in the mines for bell cord. The miners out there used to buy this sash cord, size No. 5, in thousand feet reels. But I suppose all that is now changed, as they are using electricity these days, and when they wish to come up or go down, I guess they just push a button.

M. K.



QUALITY—Every pair of Shears marked DYMOND EDGE insures to the user a Shear with an incomparable cutting edge, unusual strength and durability, beautifully designed and finished, and skillfully tempered.

HANDLES—DIMOND EDGE Shears are fitted with a double lock, double shoulder, double right-hand thread steel bolt with a tapered base brass lock nut, which fits slightly into one of the blades, guaranteeing their point of tension and the blades from working loose.

WARRANT—All Shears bearing our DisMOND EDGE Brand are fully warranted and represent the acme of perfection. Any pair of Shears not proving satisfactory may be exchanged by the customer for a new pair.

MADE IN MANY SIZES AND PATTERNS

THERE ARE FEWER THINGS

that get nearer to the heart of a woman than her shears. They are always right at her hand. She uses them many times a day. Shears of good quality are like objects of beauty—they are a joy forever. When a lady is satisfied with her shears she notices the brand and she tells all the other ladies at the sewing society what wonderful shears hers are. This is only fair, because if our workmen take the time and trouble to produce an article of superior make we should be compensated by having the quality of our goods talked about. Diamond Edge on shears, as on everything else in the whole line, is a quality pledge.

M. K.

Diamond Edge Razor

No. DE17

Hand forged from the best English crucible cast steel, finest Grinding, best finish and highest quality throughout. This insures a razor unsurpassed for both barbers and private use.

It is giving universal satisfaction to the user who has that tough beard and tender skin. It is made with a stiff edge, much desired in the old English razor, yet has the light weight of the new concave razor. The edge is so constructed that it will not quiver or rattle under the most trying conditions, and has stood the test of the most exacting.

This is our Finest Razor

\$3.00

We can furnish razors from 50 cents up. See us before you buy.

End view, showing con-caved shape cutting edge and extra stiff reinforced back.

WELL, I HAD TO SMILE.

The other day in our town there was a union waiters' The other day in our town there was a union waiters strike. Their places were filled in the hotels and restaurants by negro waiters. The union waiters hung around on the outside waiting for closing time to come. There was trouble in sight, sure. The negro waiters got on the street cars under the protection of the police and started for home. The white waiters followed them to darktown. They were not discreet. The next day the hospitals were full of white union waiters who could tell you all about the feel of the cut of a good trusty razor in the hands of a colored brother. My colored barber remarked to me, as the hands of a colored brother. My colored barber remarked to me, as he waved a DIAMOND EDGE razor in the air: "They sure did trim 'em up right, sir. They sure did." M. K.



DIAMOND EDGE

KITCHEN KNIVES

Blades Forged from Firth's Highest Grade Pocket Cutlery Steel; hardened and tempered as carefully as our wellknown pocket knives; they recommend themselves at once as perfect kitchen knives that will cut, and while adapted for paring, will also carry a keen edge for cutting meats as well as vegetables; particularly recommended for restaurants, hotels, and cafes as well as for home ure; these knives have the quality and temper for shoe and harness makers' use, and in fact for any purpose demanded of a good pocket knife.

Half Crocus polished and etched blades; sanitary bright steel cap bolsters; solid hardwood handles with four flat sides so they will not roll off the table; Handles Covered with Black Rubberoid Waterproof Composition.

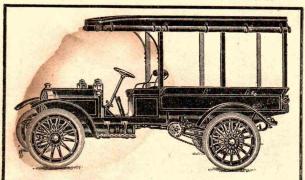
THESE ARE ABSOLUTELY THE BEST KITCHEN KNIVES MADE

35 Cents Each

We can furnish Kitchen Knives from 5c up

THIS SPRING

I went fishing in Florida. When I opened my last year's fishing outfit, I found one of these Diamond Edge kitchen knives. It was in splendid condition. This knife was a source of constant delight. Everybody was calling for the Diamond Edge kitchen knife. We used it for all sorts of purposes. I told our captain good-bye, he said he had only one request to make of me he asked me to leave this Diamond Edge kitchen knife with him. So now I have bought another and I will use it on my desk as an eraser until I go fishing again.



RUGBY MOTOR TRUCKS

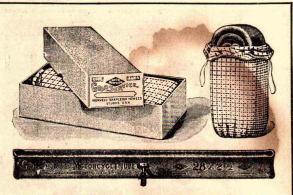
Rugby Motor Trucks are 1-ton, 30 horse power. They are equipped with Wisconsin Long Stroke four-cylinder, four-cycle engine, cast en bloc. All working parts are enclosed. The frame is all-steel construction. They have 118-inch wheel base, 3½-inch front and 4-inch rear solid tires.

The best evidence that we can offer as to what we think of the Rugby 1-ton truck is to say that we use this truck exclusively for all of our light hauling. We have tested them out thoroughly in every possible way, on smooth streets, on rough roads, with light loads and with heavy loads. We believe the Rugby is the very finest 1-ton truck manufactured.

If you are looking for a motor truck we would like to figure with you. We would like to go into detail and show you why the Rugby truck is the one for you to buy.

THE OTHER DAY

I happened to see a picture in a gallery, and it was familiar and unfamiliar at the same time. I recognized the buildin's on Fifth Avenue, New York City, but still the picture looked queer. What was it? Then it occurred to me that there were no automobiles on the street, nothing but horses and horse-drawn vehicles. All that has now passed away. We are living in the days of automobiles and motor trucks. Those who adopt motor trucks never go back to horses. Why? Write us and we will tell you, because we both use and sell motor trucks.



GOOD SERVICE AUTO INNER TUBES

Are you interested in keeping down the up-keep of your Automobile? If you are you should use GOOD SERVICE INNER TUBES. They are made for hard service and have thoroughly demonstrated that they are the peer of all Inner Tubes. GOOD SERVICE TUBES are compounded from pure Para stock. They are strong, tough and pliable. Each size is made of a thickness to suit the demands of that size tire. They are guaranteed free from defects.

If you insist on GOOD SERVICE TUBES every time you buy, you will save money and tire troubles.

Made in all sizes. Packed in dust-proof cloth bags.

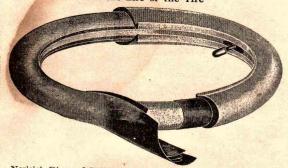
We carry a full line of Auto Supplies-COME TO SEE US.

THERE IS A RADIATOR COMPANY

in our town that advertises on the fences with a picture of a nice little house in a snowstorm. A steam radiator is standing out-doors. The advertise-reads: "Why try to heat all out-doors?" That advertisement gave me a thought. It reminded me of some of the social workers I know who neglect their own children while they are trying to cure all the ills of the whole world. I respectfully recommend to some of these ladies that they wash their own kids and quit trying to heat all out-doors. Good Service Inner Tubes will help them get home to their children more promptly. M. K.

Norleigh Diamond Reliners

Reliners Go Between the Casing and the Tube of an Auto Tire and Prevent Blowouts and Add Many Miles to the Life of the Tire



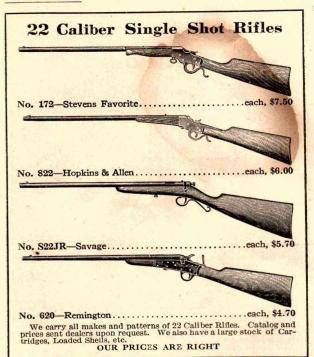
Norleigh Diamond Reliners are made of several plies of Sea Island Norieigh Diamond Reliners are made of several plies of Sea Island fabrics of the same quality as used in high grade automobile tires. Each ply is vulcanized together in the same manner as a tire, therefore it is nearly impossible to separate one ply from another. This prevents the fabric from loosening up and damaging the inner tube; also makes it possible to remove it from the easing in good condition so it can be used in another. The side that goes next to the casing is covered with rubber cement, so the heat created by the revolution of the tire will vulcanize the reliner to the case. Before putting in the reliner, the inside of the case should be thoroughly cleaned with gasoline to remove all dirt and powder. The suitside of the reliner should also to remove all dirt and powder. The outside of the reliner should also be thoroughly saturated with gasoline to loosen the cement and make

be thoroughly saturated with gasoline to loosen the cement and make it sticky so it will adhere to the casing.

Norleigh Diamond Reliners are cut full width and fit perfectly in the size tire for which they are intended. They are the strongest and most satisfactory reliners we can obtain, and by their use tire expense can be greatly reduced.

I AM LED TO BELIEVE

that Sea Island fabric means a material that is made of Sea Island cotton. This cotton is grown on islands along the Southern Atlantic coast. It is This cotton is grown on islanus along the southern Atlantic coast. It is noted for its long staple. It commands a higher price than any other cotton in the market. It may surprise some of our readers to know that here in Missouri, every year, we are raising an increasing crop of cotton. Cotton raised in the southeastern counties of Missouri is also noted for ts long staple. What we need in Missouri are good State roads, so all of us can motor around with Norleigh Diamond reliners in our tubes, visit each other and got account of the readers in the constitution. and get acquainted. It's a pleasure to motor on some of the roads up in old Pike County. We ought to have more of the same kind of roads all over the State of Missour, and other States M. K.



I AM TAKING WITH ME TO EUROPE

a beautiful Stevens 22 caliber rifle. I thought it would be nice to practice marksmanship in some of the olive groves in Italy. I guess, however, it's dangerous to shoot much in Europe, as the inhabitants are so thick. I guess they reserve all the shooting for the army. Then, I wonder, when I run out of my first stock, if I will have any trouble getting ammunition in Italy of the right size for a Stevens rifle. I wish Mr. Page or Mr. Montgomery or Mr. Hopkins would write and tell me where to get the right kind of ammunition for their rifles while I am in Italy. M. K.

Dri-Bone Hunting Coats



The finest line of Hunting Coats manufactured. They are sold under the Dri-Bone Trade Mark.

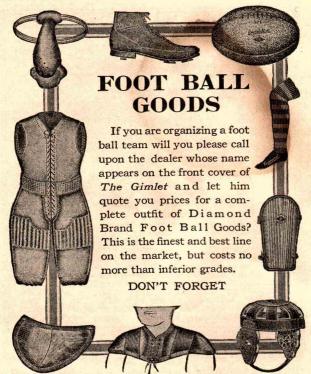
No. 500—Genuine 9 oz. Army Dri-Bone Duck; Olive Tan Color; Body and Sleeves Lined with 8 oz. Army Duck; Three Outside Cut-in Pockets with Flaps; One Outside Breast Patched Whistle or Match Pocket; Full Game Pocketed throughout entire Skirt with Back and Inside Edge Entrances; Silk Worked Button Holes; Four Genuine Horn Buttons; Extra High Corduroy Faced, Close Fitting, Reverso Blizzard-proof Collar; Extra Large Genuine Horsehide Padded Shoulders; Adjustable Sleeves with Extra Deep Corduroy Faced Cuffs; Ventiiated Gusset under Arms; Full Leather Bound throughout.

Each. \$6.00

We carry a complete line of all kinds of Sporting Goods. Come to see us.

SEEING THESE COATS

naturally reminds me of hunting. I used to hunt out west, in Routt County, Colorado, with a guide named Allison. Hello, Al., are you still on earth? If you are, ring up. One night when sitting by the camp fire, I asked Al. If it was true that the Indians had so much better eyesight than the whites. "Not a bit of it." replied Al. "They can't see as good. But the difference is that when they are out in the woods, the Indian knows what things look like and what he is looking for, while the city fellow doesn't. That's how the Indian got his great reputation for eyesight." M. K.



TO BOOM SPORTING GOODS
you should have a young man in charge of your sporting goods department
who is a good, all 'round athlete. He should make it his business to
organize foot ball teams, get up gun clubs, know the best place to fish and the
right kind of tackle to use. Whenever a man starts out to buy anything in
the sporting goods line he always needs advice and assistance. I think
this is probably more true of sporting goods than of any other line. Naturally a man who shoots, fishes and plays base ball himself is more interested
and knows just what is needed in the way of sporting jewelry. M. K.





NAME REG. U. S. PAT. OFFICE

A MONTHLY MAGAZINE DEDICATED TO CLOSER RELA-TIONS BETWEEN THE RETAIL HARDWARE MERCHANT AND HIS CUSTOMERS.

Vol. VI

AUGUST, 1913

No. 7

Address all Communications to
MIKE KINNEY, Teamster and Editor
c/o SHAPLEIGH HARDWARE CO.
ST. LOUIS. U. S. A.

Subscription Price

25 Cents per Annum

SOME THINKS

By MIKE KINNEY, Teamster and Editor

Paris, August 1st, 1913

ROM far down below, the jingle of the cab bells comes softly up to me. Now and then the discordant toot of an automobile breaks the harmony. The patter of weary horses' feet are heard on the cobblestones. The rattle of a fiacre comes and goes. Near me in a street of this old quarter of Paris the stream of life flows on and on. This unceasing current ran its way long before I came and it will go on long after I have hauled my last load of assorted hardware.

But I am enjoying my little adventure all in my own peculiar teamster fashion. You would never guess where these lines are written? Well, I will tell you—in Paris—in the Place des Vosges—in the little room where Victor Hugo wrote his greatest works. It was an odd fancy of mine to steal back to this quaint old square in Paris, surrounded by the arcaded colonnaded walk, and at the standing desk of one of the master writers of the world, to write these few lines to the feeble-minded readers of *The Gimlet*.



How I would love to forget myself into writing you all about this dear old house where Victor Hugo lived, loved and worked. It is full of his things—pictures, furniture, manuscripts, notes, cartoons.

As I write, the spirit that created Jean Valjean seems to hover around me in kindly amusement at my own poor literary efforts; but of these things I cannot write, as some Tinware Solderer will send me an anonymous

note—"What t'ell do we care about Victor Hugo? We get tired of all them furrin travels. Give us something spicy and funny."

But, while in a spirit of adventure, I asked permission to write here. Somehow, as I write, I am awed—I feel I am on holy ground—and I think of the lines:

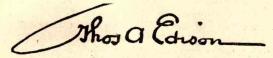
"Fools rush in where angels fear to tread."

Some day I will come back and write here as I please—I am always coming back. To how many lovely places have I said "adieu"—no, "au revoir!" I'm coming back some day—and now and then I have come back.

But as Elihu Vedder says in his charming "DIGRES-SIONS" (do read it), this is all a DIGRESSION. So let's get down to tacks. I wonder what the discount on tinned one-quarter weight tacks is now? All that seems so long ago.

After writing about Edison (great men never have initials—they don't need any) I thought I would tackle Burbank.

By the way, Edison wrote me a very nice little note about the Edison Gimlet. What a remarkable hand he writes. If my editor can find this note, I wish he would insert the signature here:



I would like some of the boys and girls who read *The Gimlet* to see that men who think big thoughts are not always too absorbed to think of such things as writing a legible hand. I do wish Yale and Harvard would establish a "chair" of handwriting. Most of their graduates seem to need a course in penmanship.

Well—so I just wrote one of my common, sassy, straight-from-the-shoulder letters to Bur-

bank and said I wanted to make him famous along with Edison. In a word I desired to "Gimletize" him. I didn't know his address—great men don't need addresses either—so I just wrote on the envelope:

Burbank,

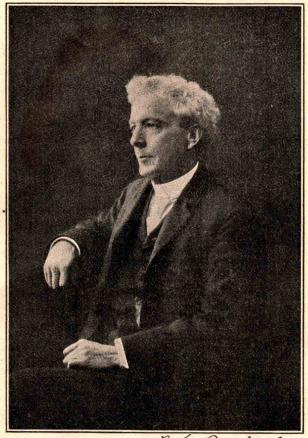
California

and in due course a friendly and favorable answer came.

If I had written to Mr. Near-the-edge-of-Society, there would have been no answer. He would have taken offense at the directness of my invitation to enter the Hall of Fame. Besides, people who do nothing, never do find time to answer letters. Have you noticed that?

But how I do "digress!" When Burbank said yes, I wired and wrote for a lot of matter I wanted, for pictures and all that. I told him to hurry, as my ticket for the steamer was bought, and time, tide and Atlantic grey-hounds wait for no man. The matter came just before I took my departure, and I could only glance over it hurriedly. So I turned it all over to my assistant editor to work up, and so, girls and boys, I will have to write about Monsieur Luther Burbank from a long distance, without much knowledge but the desk of Victor Hugo.

I did study Burbank's picture. Did you ever notice the occupations of people make its own peculiar mark on their features? I never knew a florist or a gardener who



The Burlank

was not kind and gentle, and whose face did not reflect something of the tranquillity and peace of nature. Look at Burbank. You can see he never handled hardware, or hired salesmen, or sold new stocks, or studied the stock market.

Here is a great truth I will pass on to you. Nature often brings our retribution by giving us what we want. Many men acquire just what they struggle for all their lives. They want the wrong thing. Nature smiles and gives them all they want — and more — AND CONSEQUENCES—and this is one of nature's little jokes.

And in the faces of these men you see their disappointment and unhappiness. Look at Eurbank, and you will see he must have wanted the right kind of things all the years he has lived.

The great Morgan (initials unnecessary) had one picture he prized above all others. It hung in his library. It represented an old, healthy, weather-stained peasant standing outside the door of a rich man. The expression was as calm and tranquil as nature on a summer's day. He was not fussy. He did not fidget. He held his cap in his quiet hands. There was something about him as firm as the solid earth he ploughed. The name of this painting on a little gilded plate was, "I CAN WAIT." Burbank can wait, he has waited, he has had to wait. You can hurry Dame Nature some, but you can't hurry her much.

That is why doctors sometimes make me smile. One would think in a few days they could correct months and years of wrong living. Some patients expect them to perform miracles. The consequences of years of wrong living can only be

corrected by years of right living. Four months ago I mashed my finger. A new nail started to grow—it is still growing. Could a doctor have hurried up the growth of this new nail?

So Burbank is a doctor of plants. He just gives them a chance along certain lines. He provides the right soil, the necessary water, sunlight and air. He knows that like begets like. He knows there are no miracles. He adds and eliminates, adds and eliminates—out of ten thousand plants, ten are saved. His work needs infinite patience. So we are reminded, "Genius is the capacity to take infinite pains."

Burbank does not like the word plant "breeding." He prefers plant "improvement." But what most appeals to me in our correspondence is that Burbank writes that the same principles applied to child "improvement" would produce a wonderful race of men and women. Not only could disease be largely eliminated, but by grafting, by the right diet, by using exercise, sunlight and fresh air, by making strong parents, stronger children could be produced until in a few generations the world would be peopled by a race of Titans.

But now we can hardly write about such things. The world is still in darkness. The masses are still blinded by conventions, prejudices and narrow-minded customs.

Here, in the old world, where these lines are written, are palaces, castles and cathedrals that used up the wealth and the energies of the people, while the people themselves were living in the vilest filth and the most unsanitary surroundings. Suppose all these years more attention had been paid to living in this world. Suppose a race of Burbanks had been at work "improving." men and women. Where would we be to-day?

The Greeks had the idea of race improvement for a little while, and then the lamp of Greece went out. But in the few hundred years in "the glory that was Greece," see what was accomplished. Men and women who still stand in marble to the wonder of generations.

It seems to me that the Great Creator of this Earthly Show has arranged, as it were, a game. Here on earth He has placed His children; then, in the air, in the earth, in the trees and plants, in the sea, in the clouds—everywhere He has concealed wonderful good gifts—things that, discovered and used, will make man almost as God.

Then He has said to His children, seek out and find these things, and you may use them forever. And moreover, in seeking these good gifts in Nature, you will find Me, because wherever Nature is, there am I.

But man would not, and will not, play the game. Instead of worshipping Nature, he made stone images of Nature, and worshipped them. Always man preferred the imitation to the reality—the make-believe for the real—and so his progress has been slow, and he has been afflicted with many sorrows.

But in the East the Light is Shining! Edison played the game, and see what Nature has given him. Burbank is playing the game with plants and flowers, and see the wonders he has discovered. M. and Madame Curie played the game, and we have radium.

It was impossible—but to-day we are flying. Two brothers, small dealers in bicycles, played the game, and Nature has smiled and gave them the aeroplane. Two hundred years ago they would have been burned at the stake by religious fanatics. Edison would have been

chained in a dungeon. Burbank would have been burned with hot irons for interfering with "Divine Providence."

Oh! If the whole world would only awaken! What a heaven we could have here upon earth, with plenty for all—with reasonable hours of labor, without hurry—what fun we could all have—playing the game—looking in the sky—in the drop of water—in the grain of sand—in little seeds—in the blade of growing grass—in the development of the minds and bodies of wonderful children for the endless gifts that a loving Creator has hidden here on earth for His children to find and use. Selah!

"Some qualities Nature carefully fixes and transmits, but some, and those the finer, she exhales with the breath of the individual as too costly to perpetuate. But I notice, also, that they may become fixed and permanent in any stock, by painting and repainting them on every individual, until at last Nature adopts them and bakes them into her porcelain."—Emerson.

[&]quot;And he gave it for his opinion, that whoever could make two ears of corn, or two blades of grass, to grow upon a spot of ground where only one grew before, would deserve better of mankind, and do more essential service to his country, than the whole race of politicians put together."—Gulliver's Travels—Dean Swift.

[&]quot;DIAMOND EDGE IS A QUALITY PLEDGE"

WHO IS THIS BURBANK?

T is hardly necessary to answer this question, for there is hardly a school boy or girl who has not heard of Luther Burbank. True, there have been wonders attributed to Burbank which he never accomplished and which he never claimed as his own and they have been accepted as actual claims and have led the sceptical to say that Burbank was a charlatan. Well, he isn't.

Burbank prefers to be called a "plant improver," and his work "plant improvement" or "plant education." Once he was known as a "plant breeder," but this term has changed its meaning until it does not include what this wizard of nature is doing.

Burbank typifies within himself to some extent the science in which he has become famous—that of crossing species. His people have lived in America since and during the seventeenth century, but they were originally English and Scotch, with a slight admixture of Dutch, French and Welsh. Some of you more critical readers may say this is not crossing species, but we teamsters and other scientists know that there is a physical difference between races of men just as much as between cucumbers and watermelons, or summer squashes and gourds, although in structure they are alike. Also we know that you can cross a gourd with a cantaloupe—or they say we can—and get a product which is neither fish, flesh nor good red herring.

Burbank is also a proof positive of the doctrine of heredity. His father was a farmer and brick manufacturer, but a scholarly man with leanings

toward Emerson, Webster, Sumner and other scholars of his time. The mother possessed an intense love of Nature, and this trait or predilection she has unquestionably transmitted to her son, Luther Burbank.

SPOILED A GOOD MECHANIC

When Burbank became a practical naturalist a good mechanic was spoiled. Thereat let us all rejoice. He was born March 7th, 1849, in and educated at the Academy at Lancaster, in the county of Worcester, in the Great and Glorious, albeit Ancient, State of Massachusetts. At the

age of fifteen he was apprenticed in the Ames Plow Manufacturing plant at Worcester. You know in those days every self-respecting and God-fearing father apprenticed his son to some one to be taught a trade. Now-adays we buy them an automobile or lend them our own six-cylinder



machine and they spend their time getting arrested and we spend ours getting them out or in wondering what the next accident will cost us.

He was employed for several summers learning the mysteries of cultivators, harrows, subsoil plows and other implements which the average city boy does not know exist. He went to school in the winter to the Lancaster Academy. He possessed mechanical and inventive ability of a high order, and he might to-day be the head of some great concern manufacturing patented articles of his

own invention, except that something happened. Something usually happens in this great world of ours to bring into their proper sphere the men who have greatness latent within them.

That something was the warning of his doctor that indoor work was too confining upon him and that he must get out into the open. So, out into the open he went, and it's more the pity that a lot more of us are not sent out to get closer to Nature.

For a time the young man studied medicine, but after the death of his father he began seed growing in a small way and topped it off with market gardening in Lunenburg, Mass., where, in 1873, the now famous Burbank potato was originated by him.

His chroniclers do not say so, but it must be taken for granted that it was the lowly "spud"the ice cream of the Irish nation—that started Luther Burbank to thinking that there were in nature possibilities not yet discovered, for, we next hear of him in Santa Rosa, Cal. For a time he worked there as a gardener and collector of native seeds for American and foreign firms. And here again is the exemplification of the old saw that "water seeks its level" and that the man who has a hobby, or a talent, if you prefer the word, can always find somebody to back him in it. In this case it was the fellows who wanted the native seeds and they little knew that the work they were giving him was to help develop the greatest plant improver the world has yet had at work.

In 1877 he established the Santa Rosa Nursery. By attention to his plants he gained such a reputation for reliability that in ten years he was doing a business of about \$16,000 a year. In the spring of 1888 he sold the nursery with one half of the stock, and having previously purchased ten acres of rich land near Sebastopol, Cal., he began to devote his entire attention to experimental work, the kind of work that has gained him a world-wide fame and which has proven of vast benefit to all of us who eat vegetables and fruits, and we all do.

As early as 1884 he imported from Japan several new plums. The introduction of the "Burbank plum" was followed by the production of many other new fruits and flowers. And, it was about at this point that Old Madam Fame, who is exceedingly slow with her favors, began to prepare a new mantle for the shoulders of Luther Burbank.



These new productions were sold to leading nurseries, for his experimental work left no time for Burbank to look after the retailing of his products. It took but a short time to show him that the expense of carrying on this extensive experimentation in plant culture and plant improvement was slowly, but just as surely, exhausting the small fortune which he had accumulated in the nursery business.

Here again stepped in the ever-ready helper for the man who had the courage to go on toward the goal he has set for

himself. The Carnegie Institution of Washington, D. C., having been advised of the great value of this experimental work that Burbank was doing, and the worth of the scientific data that was to be had, made arrangements whereby the work would be continued. In 1904 a grant of \$10,000 a year was made, and since then the work has been greatly amplified and many new things have come from the brain and skill of Luther Burbank.

It is not exaggeration to say that more new fruits, plants and flowers of world-wide acknowledged value have been produced by Luther Burbank than by any experimental station, public or private or of governmental control, in the world.

How would you like to have it said that you had done more of one thing of value than anybody else in the whole world? It's a reputation worth working a hundred years to attain.

BURBANK—A SISTER'S TRIBUTE



ISTEN to what Luther Burbank's sister has written about him as a baby and a man. She is Mrs. Emma Burbank Beeson.

"A quiet, serious child, my brother's most noticeable trait was a love—almost a reverence—for flowers. A blossom placed in the baby hands would always stay falling tears. Flowers were never destroyed by him, but if, perchance, one fell to pieces, his efforts were always to reconstruct it. Flowers were his first toys, and, when he was old enough to toddle about, became his pets. Especially dear to his heart was the thornless cactus (Epiphyllum) which he carried about in his arms until in an unhappy moment he stumbled and fell, breaking pot and plant.

"This was his first great sorrow; although by persistent effort and care the plant was made to flourish again."

She also tells of his penchant for investigation, illustrating it with a sorrowing story of how he wondered how the hot seething fat in the kettle could change unpalatable sticky dough into crisp, appetizing doughnuts and crullers and how he stuck his fingers into the hot fat to find out. James Watt's experiments with the spoon and the tea kettle showed no more spirit of investigatory curiosity than this—they both wanted to find out.

She tells of his work in the Ames Plow Works, where for a time at 50 cents a day he came out 50 cents short a week, for the pay was six days and his board at 50 cents a day was seven days. Then he invented an improvement in the power turning lathe which enabled him to earn five times as much money. Later he attempted the study of medicine and kept at it for a year. The knowledge he thus gained was of great value in teaching him hygiene and the relation of human to plant development, and that is knowledge worth having.

And she also tells of an incident which is common to all inventors and poets and literateurs, though it may not be to boss teamsters, who are alleged to be able to sell a horse that has been used on the cobblestones for four years and "stove-up," for more money than he originally cost.

Burbank, in his Massachusetts farm, "invented" the now famous Burbank potato. When he decided to go to California he sold out, bag and baggage, and the Burbank potato went to J. J. M. Gregory, a seedman of Marehead, Mass., for one hundred and fifty dollars. If I were a betting man instead of a quiet, honest and law-abiding boss

teamster, I would bet that it has since added more than twenty million dollars to the wealth of the world.

Young Burbank, says his sister, arrived in California, after nine days on the day coach of an overland train, in company with a big lunch basket, with some clothing, books and garden seeds and ten Burbank potatoes. His letters home told nothing of a lot of hardships through which he went, but did tell of hundreds of new plants and flowers and trees which he found and which were not then listed in his botany.

Speaking of Persistency, an old sales book of the "Santa Rosa Nursery," which he established on nothing, shows that the first year's sales were \$15.20; the second were \$45.00; the third \$200.00. At the end of ten years Persistency and Patience, added to or guided by Perspicacity, brought him sales of \$16,000.00 and a big reputation for wonderful seeds and plants.

And then he sold it all out and went to experimenting in earnest. He purchased and began to cultivate on the Gold Ridge farm many plants for experimental purposes. Listen to this story of how he went about it:

"Many of these plants had been experimented upon in definite lines before. The work was amplified and extended and plants from all parts of the world secured for still further work. Through faithful foreign collectors he has often secured some wild plant whose economic possibilities had never been tested and which might, perhaps, have remained unknown for years. These plants when brought under culture and careful observation, especially for promising variations, and by combining with other wild or cultivated plants from other countries, have pro-

duced new plants possessing qualities of both great economic and scientific value, opening new fields for still further development in various useful directions."

"Often," continues the story, "When some new Asclepiad, Solanum, Ampelite, Papaver, Primus Rubus, or what not, was needed, it seemed always to come from some thoughtful, unknown, generous collector from some out of the way part of the world, whose name had never been known to him, but who, apparently possessed of a subtle intuition, seemed to send seeds of just the right plant desired at the right moment. This has occurred so often that to him it is now a matter of expectation."

And to show you what we boss teamsters and you retail merchants and doctors and lawyers and clerks and icemen and plumbers escape and what falls to the lot of a man whose name gets into the newspapers because he is great, it is said that Luther Burbank is not able to see one in twenty of the people who come to visit him, some of them having traveled thousands of miles to do so. And he gets thousands of letters and telepans and telephone messages asking him everything under the sum from the price of Angora goats, honey and windmills in California, to the most appropriate name for a baby or the prospective commercial value of some new fruit.

It has come to be that his assistants watch over his time and get him as much leisure as possible as closely as do the detectives who watch out for the safety of such other notables as John D. or Teddy or our Democratic friend, Woodrow Wilson.

A CACTUS WITHOUT SPINES

RITING of his experiments to produce a cactus (scientifically known as the Opuntias) which would be spineless, Mr. Burbank says:

"Some time ago while testing the availability of a great number of proposed forage plants from the great arid regions of the world with a view to the improvement of the most promising, I was greatly impressed with the apparent possibilities of the Opuntias, which from their well-known hardiness, remarkable vigor, rapid growth, easy multiplication and universal adaptability to conditions of drought, flood, heat, cold, rich or poor soil, place them as a class far ahead of all members of the cactus family, both as forage plants and for their most attractive and wholesome and delicious fruits, which are produced abundantly and without fail each season. These fruits have more various and attractive flavors than are usually found in most other fruits, except perhaps the apple and the pear. The product of a single plant is often from 50 to 200 pounds per annum, some bearing one crop, others two or more each season."

Mr. Burbank writes that this cactus from root to tip is practically all food and drink and greatly relished by all vegetable-eating animals, from a canary bird to an elephant. Because of this they have to be on the defensive, hence they are spiculated with a profusion of thorns and spines. The punishment inflicted is immediate, the pain severe and lasting, often ending in death.

He secured from collectors the best cactus from Mexico, Central and South America, Africa, Australia, Japan, Hawaii, South Sea Islands, Italy, France and from various

parts of the United States. Some of these were thornless or partly thornless, but were poor in food value. Those rich in food were covered with thorns and spicules. These were cultivated and crossed and some of the crosses had even more thorns than the original. The work of producing a thornless cactus is still in progress on a larger scale, and the improved Opuntias promises to be one of the most important food producers of this age. Some of these new creations grown from the same lot of seed yield nearly ten times more feed than others under exactly the same conditions. Systematic work shows that they will grow in the coldest or hottest climates.

The wonderful importance of this is apparent, for in many parts of the world the cactus is the principal source of food for millions for several months during the year, and the cactus is fed to live stock after the thorns have been burned off, but the result has been the death of many millions of head of stock.



THOMTESE EDIBLE CACTI

A PREDICTION

Flowers of all hue, and without thorn the rose.

—Milton, Paradise Lost.

When spring unlocks the flowers to paint the laughing soil.

—Reginald Heber.

THE STORY OF A DAISY'S EVOLUTION

URBANK when a boy played among the ox-eye daisies of his native New England. When he went to California he remembered them and sent for several lots of the seed. The plants produced were coarse and unsatisfactory. He secured an English daisy (Chrysanthemum maximus) with a large flower, but few blossoms, and crossed it with his New England ox-eye. The result was an improvement. This he then crossed with a Japanese daisy, called, scientifically, Chrysanthemum Nipponicum, thus combining three species. The result was a daisy as beautifully white as the Japanese and larger than the American, with the hardy vigor of the English variety—the flowers even larger—withal a most graceful plant. This finally became the "Shasta," an advance over all known flowers of its



4 to 6 inches in diameter

class. From it in later years, the "Alaska," the "California" and the "Westralia" daisies were raised, the Alaska being an exact counterpart of the Shasta, but with larger flowers, larger and longer stems, a more vigorous and hardy plant and with a greater profusion of blossoms.

A PLANT MIRACLE

If you ever helped your mother in cultivating the garden just back of the house you will remember that there is a close resemblance between the stalks and the leaves of the tomato and of the potato vine, or plant. That is because they belong to the same general family. Burbank interbred the wild potato with the domestic tomato and the true potato and produced a hybrid that bore tomatoes on its roots and potatoes on top.

If such a species as this would prove true it would be the wonder of American economic life.



The Potato on Tomato Vine

BURBANK PHILOSOPHY

"There are no more miracles. The X-Ray has solved the fourth dimension for us. My only secret is, I am honest with nature. You can cheat other people; you can sometimes cheat yourself; never nature. If you want to get anything out of nature you must go to her honestly, without any delusions, without any deceit, and she will give you up all her secrets."

"I shall be content if because of me there shall be 'Better fruit and fairer flowers.'"

10,000 KINDS OF POTATOES

"About how many varieties of potatoes have you on hand now, Mr. Eurbank, with which you are experimenting to produce the new potatoes?" He was asked.

"Over 10,000" was the ready response. Most of the 10,000 varieties are hybrid seedlings of Mr. Burbank's own creation. These have been produced by crossing, followed by careful inspection, testing and selection. April 27th Mr. Burbank commenced the planting of the 10,000 varieties on his experimental grounds. The potatoes are of all kinds and shapes, some round, some square, some long, some short, of all colors of the rainbow. There are pure white tubers and black ones; pink, red, crimson, purple, and yellow are among the colors of the potatoes.



GIANT PLUM

Myriads of daisies have shown forth in flower Near the lark's nest, and in their natural hour Have passed away; less happy than the one That, by the unwilling ploughshare, died to prove The tender charm of poetry and love.

-Wadsworth.

TO THE DANDELION

Dear common flower, that grow'st beside the way, Fringing the dusty road with harmless gold.

-Lowell.

WHAT BURBANK BELIEVES

RIEFLY, Burbank believes Darwin. He says so in his several monologues and his practice indicates that heredity and evolution are as firmly fixed in his mind as they are in the practices of nature.

In one of his monologues he says: "Our so-called species are only tentative bundles of plants, no two individuals of which are exactly alike, but nearly all of which quite closely resemble each other in general outside appearances and in hereditary tendencies. Yet, no one can tell just what the results will be when combinations of these inherent tendencies are crossed or subjected to any other disturbing factor or factors. Like the chemist who has new elements to work with, we may predict with some degree of accuracy what the general results will be, but any definite knowledge of the results of these comnations is far more difficult, even impossible, as the life forces of plants and animals act in infinitely more new

directions than can any ordinary number of combinations of chemicals."

Then he tells of his success in the crossing of the Siberian raspberry with the native trailing blackberry, from which a distinctly new species was produced and which has remained true. He has named it Rubus primus. Healsocrossed the



RUBUS PRIMUS
The first fixed Rubus Species
Artificially produced

Cuthbert raspberry with the Pacific coast blackberry and produced his famous "Phenomenal." Other successful crosses have been Rubus idoeus with Rubus villosus, the African "stubbleberry" with the Rabbit weed, which resulted in a new species with a fruit like the blueberry. The fruit of the parents was not edible, but the crossed fruit is delicious to the taste.



The Phenomenal Berry-Three Inches Long

Opuntias tuna was crossed with Opuntias vulgaris most successfully. The western blackcap and the eastern raspberry was crossed and the result was a new plant not much like either of the parents, but remaining true to form.

Here is a bit of Burbank philosophy which will stand as a classic:

"The vast possibilities of plant breeding can hardly be estimated. It would not be difficult for one man to breed a new rye, wheat, barley, oats or rice, which would produce one grain more to each head, or a corn which would produce one grain more to each ear, another potato to each plant, or an apple, plum, orange, or nut to each tree.

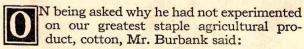
"What would be the result? In five staples only in the United States alone the inexhaustible forces of nature would produce annually, without effort and without cost, 5,200,000 extra bushels of corn, 15,000,000 extra bushels of wheat, 20,000,000 extra bushels of oats, 1,500,000 extra bushels of barley, 21,000,000 extra bushels of potatoes. These vast possibilities are not alone for one year or for our own time or race, but are beneficent legacies for every man, woman and child who shall ever inhabit the earth."

Just imagine that last sentence's import. Isn't it worth the effort of a lifetime to accomplish something of that kind?



PINEAPPLE QUINCE Looks like a quince, but has a pineapple flavor

A FIELD FOR OTHER EXPERIMENTERS



"My experiments on plants that do not thrive well in this climate are of little value. To produce them here artificial conditions would be necessary. The moment artificial conditions are introduced, my experiments would

be practically useless, because of the tendency of plants reared under unnatural conditions to revert to old conditions. One must build up and improve a plant under normal conditions to make the experiment of lasting value."

"But there is a great field for experimental work in cotton by those qualified to take up the task. A still greater field awaits the breeder in rubber, coffee, camphor, clover and cinnamon. These plants have been so long neglected that I call them "orphans" of the tropics. An untrodden field awaits the plant breeder near the equator."



IMPROVED EVERLASTING FLOWER
To be used for millinery

"Than love I most those flowers in the mede, Soch that men callen daisies in our toun."

—Chaucer.

BURBANK A CHILD CULTURIST

So close akin is nature's workings with plant life to those in human life that Luther Burbank believes that child culture can be carried on in much the same way as plant culture. It is his belief that in America there is the foundation for the ideal man, physically and mentally speaking. Here the admixture of races from practically every nationality of the world, is fast bringing out the finest type that has ever been known, thinks he. He has given much study to child culture and it is his belief that the crossing of the different nationalities in America will develop the Dominant race. But, as in plant culture, he would not waste time on diseased specimens, which spread degeneracy. Here are his views, written by himself, and in consonance with other writings of his which have had widespread circulation and reading:

THE MAN OF THE FUTURE

"I find that by statistical abstract there are more than fifty distinct nationalities in the United States, and let me emphasize the opportunity here presented for developing the finest race the world has ever known out of the vast mingling of these races brought here by immigration. Here is the North, powerful, virile, aggressive, blended with the luxurious, ease-loving impetuous South. Again



"DIAMOND EDGE IS A QUALITY PLEDGE"

you have the merging of a cold phlegmatic temperament with one mercurial and volatile. Still again the union of great native mental strength, developed and undeveloped with bodily vigor, but with inferior mind. After the crossing comes the work of elimination, the work of refining, until we shall get the finest race ever known. The characteristics of the many peoples that make up this nation will show in the composite; the finished product will be the race of the future. By these crossings of types, strength has in one instance been secured; in another, intellectuality; in still another, moral force. But when nature has already done its duty, and the crossing leaves a product which in the rough displays the best human attributes, all that is left to be done falls to environment. The crossing is only the beginning, the great work lies beyond the care, the nurture, the influence of surroundings, selection, the separation of the best from the poorest, all that goes to make up an ideal environment."

"We are more crossed than any other nation in the history of the world, and here we meet the same results that are always seen in a much-crossed race of plants; all the worst as well as all the best qualities of each are brought out in their fullest intensities.



BURBANK'S HOME AT SANTA ROSA, CAL.

"Every child should have mud pies, grasshoppers, water bugs, tadpoles, frogs, mud turtles, elderberries, wild strawberries, acorns, chestnuts, trees to climb, brooks to wade in, water lilies, woodchucks, bats, bees, butterflies, various animals to pet, hay fields, pine cones, rocks to roll, sand, snakes, huckleberries and hornets; any child who has been deprived of these has been deprived of the best part of his education.



BURBANK MAMMOTH PIEPLANT. Leaves 3 to 4 feet across.

"Pick out any trait you want in your child, granted that he is a normal child—be it honesty, fairness, purity, lovableness, industry, thrift, what not. By surrounding this child with sunshine from the sky and your own heart, by giving the closest communion with nature, by feeding this child well balanced, nutritious food, by giving it all that is implied in healthful environmental influences, and by doing all in love, you can thus cultivate in the child and fix there for all its life all of these traits."

WHAT BURBANK LOOKS LIKE

ERE is an appreciation of Burbank which is a classic: "In personnel he is slight, almost frail, yet possessed of remarkable vitality and power of endurance. A face refined and spritualized by the fires of enthusiasm and of suffering; the high broad brow, and the soft brown hair, now silvered, are in perfect accord with intense blue eyes that are keen to read to the very soul of things, yet lighten at every token of friendship or of honest appreciation of his work, and twinkle with shy humor. With the old time simplicity, his charm of manner lingers with one like the fragrance of his own flowers. Tender in his nature and overflowing with kindness, he is strong in his principles and convictions and frankly unreserved, revered by associates, respected by employes; he is loved by those who know him best. Possessed of a strong individuality and intensity of feeling, yet sensitive as an electric coil, he is compelled to protect his vitality that he may burn his strange genius on his chosen altar."

After reading this I can only say that if somebody would write that about me I would be willing to sell my teams, turn over the shipping room to a new man and go right on up and learn to play the harp and to sing pæans and hallelujahs.

WHAT THE THREE P'S WILL DO

ROTHER NOAH—not Daniel—Webster, who spent a good deal of time profitably in compiling a book which contains every word in the English language, a large part of which are incomprehensible to teamsters or other laymen, has listed in this big book three words which will spell for success for any man if he will use them in his business regularly, and they are all listed under the letter "P." They are PATIENCE, PERSISTENCY and PERSPICACITY. Any man who will use those three, mixed to the proper consistency, will make a fortune. Try it and see if that is not true.

As an example of a man who has mixed the three successfully, Luther Burbank is a shining light. He had a quality of patience which would have earned him as big a chapter in the Good Book as was accorded the other patient philosopher, Mr. His persistency is Job. a marvel-he didn't seem to know how to quit, and he hasn't quit vet. As to Perspicacity, which is



The Original Burbank Plum Tree.
Millions of trees have been
grown from it.

something that even an uneducated man—even a boss teamster—can have, there is no use trying to argue that Burbank hasn't it in a highly developed state. Perspicacity means smartness, and he is sure smart, for he has done things that you and I gape at, and at which a lot of scientific highbrows scoffed and pronounced impossible.

As they say when they send a fellow down to Mexico or over to Japan to tell them to quit or get licked, he is Plant Educator Plenipotentiary and Extraordinary from these United States. What he doesn't know about pollenization, cross fertilization, hybridizing, plant "sports," grafting, budding and inbreeding, is not worth knowing.

You see, we people here in St. Louis, even if we do drive teams or street cars or automobile trucks, can use those words glibly, because we are some horticulturalists and arboculturalists and floriculturalists, pomologists and herbaceous sharps ourselves. We have here in St. Louis the Missouri Botanical Garden, which is the most wonderful home for infant, orphan and dependent plants in the United States, and some of us are ready to say it is the equal of Kew's Garden in London. Our garden is better known as "Shaw's Garden," it having become famous by that name during the life of Henry Shaw, one time dry goods merchant, long time millionaire and always philanthropist. He founded his garden out on Tower Grove Avenue, immediately next to Tower Grove Park, another wonderful place which he gave to the City of St. Louis. He also did this with Shaw's Garden in his will.

Henry Shaw was another Burbank, only he was a theorist and Burbank is practical. Shaw furnished a million or two dollars to hire gardeners, the most expert, to build greenhouses and to bring from the four corners of the world more than 10,000 kinds of plants to his garden. The actual work of caring for and reproducing these plants was left to his gardeners, and they have done many wonderful things along the Burbank line.

The most notable of these is James Gurney, now gardener emeritus of Shaw's Garden and superintendent of Tower Grove Park. That is a park of several hundred acres, wonderfully and beautifully laid out. And mark you, Mr. Gurney, now past eighty years of age, planted every tree in that park save three, which were planted by notables, and some of them are now Forest Monarchs.

Gurney is a Burbank, but his work has been with flowers mainly. He produced by cross fertilization or hybridizing, the marvelous Victoria Regina water lily, on the leaves of which a man can stand, and a number of others of remarkable beauty, one with a red, white and blue blossom,

Well, to get back to the text, we here in St. Louis can talk glibly about all these processes of changing plants and flowers and fruits and vegetables, because Shaw and Gurney and Trelease and

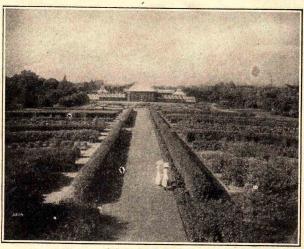


The Burbank Sugar Prune

Moore have taught us about them. We can appreciate this man Burbank as some of the rest of you cannot, who have only seen cabbage growing in your mother's kitchen garden or who know plums only as plums, because all you ever pulled from a tree were "mooched" at night after the farmer across the road had gone to bed.

It took Patience, Persistency and Perspicacity to do all the things that Henry Shaw did for St. Louis and the United States and it also took a lot of money earned in the wholesale dry goods business.

With Burbank, the Patience, Persistence and Perspicacity were all he possessed so he went right on and did big things and notable things and useful things without the money. Why, hang it! when you have a liberal complement of the three P's you don't need money—you just go out and get it, or somebody brings it in to you and asks you to please take it.



SHAW'S GARDEN
The Largest Botanical Garden in the World

FRENCH KINNEYISMS

It still makes one start to see a coal-black negro dining tete-a-tete with a pretty white girl.

Everybody drinking wine-no one getting drunk.

The French are economical, because the system of the country is cash down. Our system of charge accounts makes us careless.



Every Frenchman is an investor. Their savings go into stocks and bonds. They seldom use bank cheques. They may get "stung!" now and then by American railroads, but speculative bank cashiers have no terrors for them.

Bad accounts in France are almost unknown. There are no beggars. Every little dealer can "dig up" a surprising amount of gold and silver. Everybody seems to have money—spending it is another matter.

Restaurants charge for the table cloth and napkins. All merchants charge for boxes and packing and even for string and paper.

One-half of all orders from country merchants are shipped by Parcel Post. The weight limit is 22 pounds.

The average size hardware jobbing order is equivalent to eight dollars.



The French Madame can always dig up the coin.

The railroad enters drayage charges on their bills, collects from consignee and settles with drayage company.

Hardware terms in France are 30 days—Parcel Post charges are entered on invoice along with charges for wrapping paper and twine. All bills are collected by sight draft through local banks. Practically no bank cheques are used.

According to French law heirs have an equity in the estate before the testator dies. If he "gets gay" and starts to waste his own estate heirs can step in and have a "receiver" appointed.

Railroads, tobacco business, the manufacturer of matches and some other things are all handled by the government. All are poor and prices are high. Government ownership in Europe is the best argument against government ownership in America.

Government ownership leads to an army of officials getting a life cinch on a job, then doing the very least possible amount of work.

Our passenger rates (for same class of service) and our freight rates are much less than those of Europe. This fact is not generally known.

France has eight legal holidays per annum, in addition, of course, to Sundays.

In all the larger cities hotel rooms and food are higher than in the United States. The tips, about 10 per cent on the bills, comes as an additional charge.

Gasoline costs 40 cents a gallon. Still taxicab charges here are about one-third what they are in the United States.

Cheap American motor cars are being sold everywhere in Europe. The European manufacturers do not and will not attempt to compete on price—they talk "quality"—It is to smile.



There are no "Sherman" laws in Europe—you can't corner necessaries of life, but merchants may agree all they please on prices. The rule over here is that the buyer must take care of himself, and he seems to know how to do it.

There are all kinds of agreements among merchants—and generally some new fellow "butts" into the business and stirs things up. While "taxi" charges are low, touring automobiles are very high—as high as with us—Queer?

NEW STOCKS

EOPLE who are looking for trouble can always find it. Fault-finders can always find something to holler about. People who will insist upon taking my writings seriously should be given Seat No. 13 in Cell No. 23 in my private sanitarium for the EXTRA weak-minded.

In a recent article on New Stocks, I said I had sold 11,313, or some similar number. Now a supposed-to-be-busy editor of an association publication figures out, seriously, how many that would be a day, for how many years, and then concludes—"and there are only 25,000 regular hardware dealers in the whole United States."

His argument is that we have enough hardware stores, and that most of those who are in business are about to make assignments on account of mail order house competition.

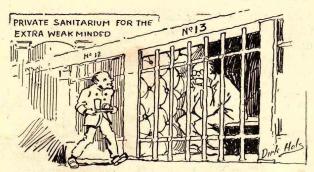
It is to laugh, to laugh! Let me make some serious statements here and now.

The hardware trade is the most prosperous of any line in the United States.

If you don't think so, ask Dun and Bradstreet. There are fewer failures and fires among hardware merchants than in any other line.

Paint manufacturers, electrical supply manufacturers, automobile supply manufacturers and many other makers of other lines are trying to put their lines into the hands of hardware merchants, because they are prosperous and pay their bills.

The United States has not yet scratched the surface of its prosperity and possibilities. We



have only 30 population to the square mile. France has about 350, England 400, and Belgium 600! France is about the size of Texas, and supports 40,000,000 people—Texas has a population of only 3,500,000. As our country grows, more new stocks will be needed.

New towns and cities have sprung up all over the West. Who supplied the hardware men, as well as the hardware stocks? The Western jobbers.

If the jobbers had not put "inexperienced" men into business all over the West, there would not have been enough "experienced" hardware men to supply the demand. Thousands of these men have learned the business while doing it, and to-day are successful merchants. They will acknowledge their debt to the jobbers who gave them c.edit and sold them a large variety of goods in small quantities.

The retail hardware merchant of this country has his troubles—who has not? But all this talk about his being "eliminated" is mere demagogy,

cooked up by the would-be Moseses, who want to lead him out of the wilderness for a substantial consideration.

There are some towns where the hardware business is overdone—this is true of all lines—towns go up and down. There are other places where hardware stores are needed. It is our pleasure and duty to try to equalize such conditions. We not only have the desire, but also the facilities and ability. So write us in either case.

Then about those "25,000 hardware merchants." If this were all, as there are some 300 hardware jobbers in the United States, there would, on the average, only be about 80 hardware customers per jobber. It really must not be forgotten, that there are dealers in hardware, as well as hardware dealers, and that some of the best hardware association members are dealers in hardware, along with numerous other lines.

At least we have a lot of prosperous, successful hardware merchants on our books who must smile at some of these "scarecrow" editorials.

When The Gimlet is quoted—as people will insist on doing—we trust that a sentence will not be selected here and there, but that the article will be given in full, so the meaning will not be so twisted that any of our little jokes will be taken seriously.

Mike Kinney Teamster and Editor.

DEFINITIONS

Morganatic Marriage—Chicken a la king.

Dyspepsia—A square meal in a round stomach.

Said Mrs. High-Brow, "Will you dine with me on Tuesday? I have invited a few thinkers." Answered Mr. Low-Brow, "Very sorry. I have accepted an invitation to dine with a few stomachs."

The Disappearing Club—An organization composed of salesmen who take only an occasional drink and only now and then "sit in" a game of poker.

Primary Symptoms—Orders become small and irregular.

They consist only of staple goods sold from a want list.

Secondary Symptoms—Letters unanswered. Expense account irregular. Temperature high.

Tertiary Symptoms—Patient joins the Disappearing Club. Time has arrived to recover samples.

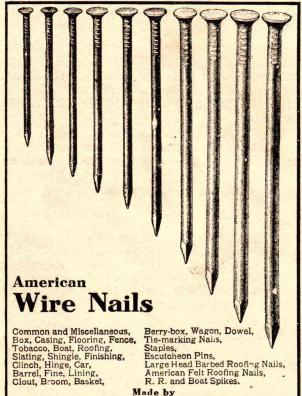
Zephyr—A gentle breeze. Mild hot air. If customer is not satisfied try a light material for ladies' wear.

Millionaire—One who is always short of cash. History—What literary men guessed should have been done.

Happiness—A temporary state of forgetfulness.

Success—A condition brought about when ideals come to a standstill, giving actions an opportunity to catch up.

[&]quot;DIAMOND EDGE IS A QUALITY PLEDGE"



American Steel and Wire Co.

CHICAGO NEW YORK CLEVELAND
PITTSBURGH WORCESTER DENVER
Export Representative: U. S. Steel Products Co., New York
Pacific Coast Representative: U. S. Steel Products Co.,
San Francisco, Los Angeles, Portland, Seattle

Clinton Wire Cloth



Clinton Cloth is the standard to which all other cloths are built.

Painted Cloth

Made of heavy wire and covered with a superior grade of fly screen paint.

Silver Finish Cloth

Made of heavy galvanized wire and will give splendid service and outlast painted cloths; costs very little more than the painted.

Bronze Cloth

This is the finest and best cloth made; will not rust or crack; wires are made of 90 per cent copper. You can recognize Cinton Bronze Cloth by the red string running through the selvage.

When you see the red string you will know it is Clinton Cloth—the best made.



CLINTON WIRE CLOTH CO.

CLINTON, MASS.

BOSTON

NEW YORK

CHICAGO

SAN FRANCISCO



DISSTON Plumb and Levels

Convenient to Handle
Easy to Adjust
Accurate and Durable

PARTICULAR attention is called to the corrugated grip. This gives a comfortable hold and a better purchase of the tool. The fingers take hold of the corrugations on one side, while the thumb fits naturally into one of the smooth sunken portions on the opposite side.

All progressive hardware dealers carry a full stock of Disston Saws, Tools and Files.



Henry Disston & Sons

INCORPORATED

PAIL OFF. PHILADELPHIA, U. S. A.

SELLING POWDERS with a REPUTATION

For Reliability and Regularity

DU PONT Powders are known the world over, and recognized as the "last word" in powder-making.

High scores are made with a frequency which attracts attention and impresses shooters and spectators of the merit of Du Pont, Ballistite, Schultze or Empire Smokeless Powders.

Back of the brand is a century of experience which, incorporated with the best of materials, produce powders of the highest quality,

Extensive advertising, promotion of trap-shooting, and co-operation with dealers makes the sale of Du Pont Powders easy and certain.

Full details regarding Black and Smokeless Powders and aids to gun club organization gladly furnished. Address Dept. 13.

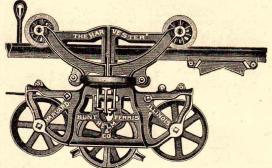
E. I. DU PONT DE NEMOURS POWDER CO.

WILMINGTON, DELAWARE

Established 1 8 0 2

Pioneer Powder Makers of America

1914 MODELS Harvester Hay Carriers



Steel Track

is from high carbon steel. Is two tracks in one, joined together with steel rivets 8 inches apart. Can't sag, bend, buckle or spring. Is set on edge to secure greatest strength. Tests prove that Star Track will sustain nearly twice the load of ordinary tracks, due to its superior construction.

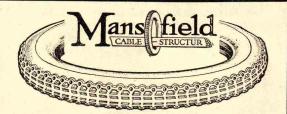
No.493 Reversible Fork HAY CARRIER Full Roller Bearing Sheaves

Best grade malleable iron, fully reinforced. Positive gravity lock—double grapple principle—no springs to rust or break. Wheel base 15½ in., 3 in. Tracker wheels, with lathe turned steel axles. 7 in. sheaves of best gray iron—latest design fork pulley. Malleable iron trip block, positive in action.

These carriers may be used with 3/4 to 1/8 in. rope or 3/8 in. wire cable. Aluminum finish.

Write for Prices and Proposition

HUNT, HELM, FERRIS & CO. 575C Hunt St. 92 HARVARD, ILL.



Ponder this Question

You men who sell tires, ponder this question. Are you selling a tire that builds Business?

If you are selling a tire of questionable quality, your business is at stake. Poor quality tires never made money for any dealer. But they have ruined hundreds of men like you.

Poor tires are sure to knock you—sure to drive away business.

Motorists to-day want quality tires—tires that give service.

In building Mansfield Cable-Structur Tires, the utmost is done to give that quality and service. We build very slowly by hand,. We use the best materials.

Our Cable-Structur base makes Rim-Ruin impossible.

You should sell this tire. It's easy to sell. And we pay you well.

Write for our special dealer's proposition.

The Mansfield Tire & Rubber Co. MANSFIELD, OHIO

The Gimlet

COMMUNITY

BEST PLATED WAREIMADE



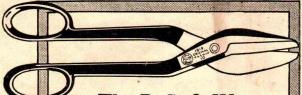
"The beautiful Sheraton design of COMMUNITY SILVER invites the closest inspection—it rivals sterling in distinction,"

COMMUNITY SILVER is made by overlaying solid silver upon a "back bone" of stronger, stiffer metal.

Do not confuse it with ordinary "plated" silver, for it is so especially thickened at the wearing points and toughened to withstand wear, that in a lifetime you will never see or touch anything but the purest of pure silver.

ONEIDA COMMUNITY, LTD.

ONEIDA, N. Y.



The P. S. & W. 1819 Original Snip

THE first high-grade snip in America, and still the best. In cutting qualities and durability it is far in advance of any other snip manufactured. If properly used it will last a lifetime.



The Mark of the Maker identifies it—and is worth looking for on other tools as well. Wherever you see it, it means Guaranteed.

ASK your dealer to show you P. S. & W. Guaranteed Hand-Tools for Carpenters, Machinists, Electricians and Tinsmiths. They are the best you can buy—whether for professional or household use.

The Peck, Stow & Wilcox Co.

MFRS, of the Largest Line of Mechanics'
Hand-Tools Offered by Any Maker.
SOUTHINGTON, NEW YORK, CLEVELAND,
CONN. NY. OHIO
Address Correspondence 35 Murray St.,



Your door will STOP there!

NO MCRE TROUBLE WITH DOUBLE ACTION DOORS

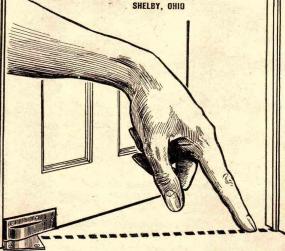
Simply equip them with Shelby Chief Double Action Door Checks and Floor Hinges and your troubles cease, to stop on a dead center. It also controls the speed of the door and closest tigently.

Every Double Action Door Needs This Check

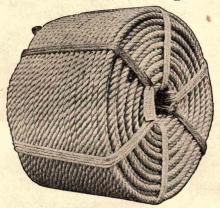
Then, the Shelby Chief Double Action ball bearing hinge is fitted directly to the door. You don't have to cut a single hole in your floor.

Just drop into your nearest hardware store and they will show you how it works. If they don't carry the Shelby Chief, write us.

SHELBY SPRING HINGE CO.,



Manila Rope



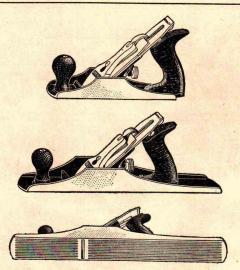
Study One Strand You'll Buy the Brand

Nonpareil is a remarkably strong Manila Rope. It is absolutely trustworthy.

The real reasons for its wonderful durability are: fine hemp, modern machinery and perfect manufacturing conditions.

Really, there's no reason why you should pay a great big price for Rope when you can obtain Nonpareil at so low a figure.

If you are looking for real Rope satisfaction, at a substantial saving—try Nonpareil.



"BED ROCK" PLANES

THE IMPROVEMENTS in design which allow the user to adjust these Planes for a wide or narrow throat opening, without removing the cutter or lever, make them more valuable than ever.

The new shape of the sides adds greatly to their strength and attractiveness.

The shape of the knob has also been changed, permitting a much firmer and easier grip than before.

May we send you a "Bed Rock" pamphlet? It is interesting reading for those who use planes.

STANLEY RULE & LEVEL CO. New Britain, Conn. U.S.A.

Ask === MikeKinney

what he thinks of goods bearing this trade mark



You'll find it on Wrought Steel Butts, Hinges, Hasps, Push Bolts, Handles, Shelf Brackets, etc.

MADEBY

The Stanley Works

NEW BRITAIN, CONN.
NEW YORK CHICAGO



The "W. & T." Loose Leaf Price Book Known Everywhere as "The Hunziker Cost Book Cover."

AILY orders from coast to coast call this cover the best on the market. Large corporations order in dozen lots.

Advantages: Carries more leaves in smaller space. Gives perfect alignment of leaves. Index tabs project uniformly and plainly. Leaves turn without catching or tearing. Workmanship the best. The perfect arch precludes possibility of leaves binding or tearing.

Three styles of loose leaves carried in stock:

Four column ruled. Quadrille ruled. Plain.

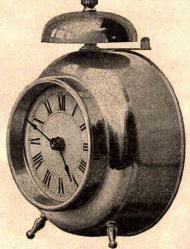
Send for sizes and prices.

WOODWARD & TIERNAN PRINTING COMPANY

- SAINT LOUIS-

The Largest Establishment of its Kind in America

ARTISTS ENGRAVERS BINDERS The Lookout



"It Rings for a Dollar."

HOOP up the sales a bit this month," sez the Old Man. "Sure thing," sez the girl—and out comes a counter display of Lookouts.

Talk about sales! Folks seemed to be waiting for them. Their merry little looks did the trick. And as for "net" results—the profit showed up fine.

Lookout Alarms come in showy little individual boxes—twelve in a fussy display carton with sales steam galore. Your name goes on the dials free with orders for 24 or more. Order from your jobber or direct from Westclox, La Salle, Illinois.

HARDWARDAGE

Tron Age A CONSOLIDATION OF

The Hardware Reporter

THERE ARE TIMES

When you want a dominating opinion on vital trade topics.

When you want and need the latest authentic market reports.

When you want real news of the Hardware Trade. When you want a "Silent Partner" to give you suggestions as to better retailing and merchandizing methods—to recount the facts learned through long experience—to call to your attention the latest new goods and novelties produced and their adaptability to your stock—to give you reports on developments in stoves, furnaces, sheet metal work, motor accessories and sporting equipment.

HARDWARE AGE

supplies in an interesting, human story way, all these wants. It is a consolidation of the two largest hardware papers of the country and has preserved the very cream of their merits and properties.

It will come to your desk weekly—bring this service at a cost to you of less than 4 cents per week. Most of the hardware men have seen its value to them and their business and are regular readers. If you are not, send for a specimen copy—this obligates you in no way. A postal will bring it—write us now.

HARDWARE AGE

249 W. 39TH STREET

NEW YORK CITY



LL of us at times need transplanting. A change of environment is as necessary as an occasional bath.

Sitting in a cafe last night an American—just landed—was retailing all the gossip Etats Unis. Said he, in a pause, "Bill Jones, of Podunk, doesn't admire you." "How interesting," I murmured. Then, with a kindly reminiscent smile, I thought of dear old Bill and of Podunk.

What a fuss we did use to make about so many things!!

Distance gives perspective—only the mountains seem to matter very much.

Original—thot out by

mike Kinney

Teamster and Editor.

PARIS, August 1, 1913.

